GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism -Mission Approach to A.P. Tourism – Guidelines for APEX Scheme - Orders-Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE(T) DEPARTMENT

G.O.RT.No. 187 Dated: 25-06-2016.
Read:

From the Commissioner of Tourism, A.P., Hyderabad,Lr.No.23381/Proj/Pr/2015-16, dated .03.2016. and 26.04.2016.

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O R D E R:

Government of Andhra Pradesh has adopted a mission-based approach towards development of Andhra Pradesh. For tourism sector, a Sub-Mission under Services Mission has been constituted. A Mission document has been approved by the Government providing a broad roadmap for tourism sector up to 2020. Tourism Mission focuses, among others, on Marketing and Brand building of Tourism sector by "Strengthening tourism eco-system with strategic partnership".

2. Strategic partnerships with various stakeholders in the tourism eco-system are essential for tourism growth. These partners could include National / International Tour agents, Tour and Travel operators, Hotel and Hospitality Partners, Airlines, other private / public sectors partners, Travel media, Railways, Tourism Development Corporations / Boards / Authorities, etc. While such partnership support the marketing and brand building efforts, they could be strategically structured to benefit tourists and aid in enhancing tourist services.

3. For attracting tourists to a particular circuit, tour operators play a very significant role. Well designed tour packages also ensure tourist footfalls at all major destinations in the regions, help extend the duration of tourist stay, promote special attraction in a region (Eg: Rural tourism, home stay concepts etc) as also address key challenges like food & transport facilities in a particular circuit and most importantly ensure tourist convenience. Tour operators as one of the most significant marketing channels for tourism promotion and most countries that prioritize tourism have realized the importance of partnering them.

4. Keeping the above made points in mind, the Department of Tourism has engaged with various stake holders such as Tour and Travel Operators, Travel Agents, Airlines operators, Cab operators, Hotel and hospitality operators who are willing to enhance inbound tourism in Andhra Pradesh and prepared a detailed scheme to enroll all such stake holders as partners with the department. Accordingly, Commissioner of Tourism has formulated a scheme A.P. Experts (APEX) Scheme which gives all the details of engaging stake holders and making them on partners in Mission for development of tourism in Andhra Pradesh vide reference read above.

5. Government, after careful examination of the matter, hereby approve the Guidelines for Andhra Pradesh Experts (APEX) Scheme as appended to this order.

PTO

6. The Commissioner of Tourism, Andhra Pradesh shall take further necessary action in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

NEERABH KUMAR PRASAD
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Commissioner, Dept. of Tourism, AP, Hyderabad
The Vice-Chairman & Managing Director, AP Tourism Development Corporation Ltd., Hyderabad
Copy to:
All the District Collectors, Andhra Pradesh.
All the Regional Directors, Tourism and EDs, APTDC, Andhra Pradesh.
The Tourism Stakeholders concerned (through the Commissioner of Tourism, A.P.).
The Secretary, Ministry of Tourism, Govt. of India, New Delhi.
The Escort Officer, PMU, YAT&C Department, A.P
The Accountant General, A.P., Hyderabad.
The Pay & Accounts Officer, A.P., Hyderabad .
The Deputy Pay & Accounts Officer, A.P., Hyderabad .
The PS to Principal Secretary to Chief Minister
The Finance Department
The Planning Department
SF/SC.

// FORWARDED BY ::ORDER//

SECTION OFFICER

Annexure to G.O.Rt.No.187, YAT & C (T) Dept., Date:25.06.2016
GOVERNMENT OF ANDHRA PRADESH
ANDHRA PRADESH EXPERTS (APEX)
Guidelines for APEX Scheme

1. Andhra Pradesh Experts (APEX) Scheme

The Government of Andhra Pradesh (GoAP), equipped with its mission-oriented approach to tourism development and the New Tourism Policy 2015-20, plans to strengthen the position of AP Tourism and provide effective governance, efficient, time-bound processing. Towards this, the state plans to identify & partner groups which will operate as key partners for promoting inbound tourism in AP, act as state partners for national and international tourism road shows, expos & events. Thus the APEX scheme – **Andhra Pradesh EXperts (APEX)** on Tourism is planned to promote the state nationally and internationally. Through this initiative, the Tourism Department will facilitate and support integration and coordination between industry experts and facilitate familiarization (FAM) tours and Business-to-Business (B2B) meetings among stakeholders groups/ APEX Members.

2. APEX Scheme

Tour Operators and Travel Service providers form the most crucial segment in the tourism eco system, the Government of Andhra Pradesh has adopted a PARTNERSHIP APPROACH to facilitate development. The **Andhra Pradesh EXperts (APEX) on Tourism scheme,** is launched to partner the important Tour Operators & Travel Service providers in the domestic, national & international geographies**.** This stakeholder group will be a team of marketing experts, well acquainted with the state of Andhra Pradesh and its tourism potential. They will form a global marketing channel for promoting Andhra Pradesh.

3. Government facilitation to APEX members

The Department of Tourism, Andhra Pradesh is expected to play the following roles:

A. **FAM tours & Awareness Workshops**:

i. Knowledge workshops shall be conducted for familiarizing APEX members with the tourism potential of Andhra Pradesh. This will include knowledge sharing on tourist destinations, tourist amenities, tourist products & services, upcoming events, festivals, projects, awareness on local language, cuisine, arts, crafts, culture, traditions, lifestyles, history, heritage etc.

ii. FAM tours will be conducted at various regions of the state to familiarize APEX members with state, its tourism potential and hospitality.

B. **B2B Meetings**: Stakeholder consultation meetings/ B2B meetings will be facilitated where the APEX members could interact with local stakeholders for creating tour packages, new tourism products; services as also enhance the existing ones.

C. **Marketing Opportunities**: The state would provide marketing platforms where the APEX partners can choose to utilize it for marketing & promoting their respective products and services

D. **National & International tourism marts/expo**: The state participates in several national and international tourism events/ marts/ expos. The APEX members can partner the state in such events and utilize these opportunities for marketing their respective products and services.

E. **Quality Standards**: In the constant endeavor to enhance the "Overall Tourist Experience" for tourists visiting Andhra Pradesh, the state shall work towards improving the quality standards of tourism related products and services in the state. The APEX members would be the partners of the state in defining and improving these standards.

F. **Policy Formulation**: Towards making Andhra Pradesh as the most preferred destination for tourism investors, the APEX members shall be partners of the state in formulating and strengthening policy measures to improve the overall "Ease of Doing Tourism Business" in the state.

4. Role of APEX Members

With the overall aim of **developing inbound tourism in Andhra Pradesh** in coordination with the state government, the APEX members would enable the following activities -

1) **Resource Identification**: The APEX members need to identify specific resource(s) in their respective organizations for participating in FAM tours, knowledge workshops, awareness sessions etc conducted for members. These resources would be trained on tourism potential of AP strengthening the APEX member's ability to market the state and its tour packages.
2) **State Partnerships:** Partner the State as Tourism Stakeholders/ Delegates for key National & International Tourism Events /Road Shows/Expos to showcase the potential and attractiveness of the state, its tourism destinations and alongside promoting their own business.

3) **Network Building:** Participating in B2B meetings and other strategic stakeholder meetings for strengthening their network for creating packages, information sharing, tourism marketing and promotions.
4) **Tourism Marketing**: Active marketing of tourism destination & promotion of respective core product & service. Towards this, the members shall utilize the marketing opportunities/ platforms provided by the state.
5) **Tourism Promotions:** Develop specific packages, deals, off-season strategies…etc to attract tourists into the state.
6) **Strategic Initiatives:**
    a. Actively contribute ideas, suggestions towards strengthening policy measures, quality standards in the tourism eco-system.
    b. Support the state in implementing any strategic initiatives towards developing tourism, tourism infrastructure, tourism investments, tourism products & services, manpower etc. in Andhra Pradesh.

5. Membership Guidelines & Eligibility

1. The applicant must be an individual or proprietorship/partnership firm/company duly registered in India.
2. The applicant should preferably be recognized by Ministry of Tourism, Govt. of India and be an active member of any National Tourism Associations like - IATA, IAAI, TAAI, IATO, TAFI, ATOAI, ADTOI etc. (*The accreditation must be current and proof of the same is mandatory. The profile / experience / marketing standing of the applicant would be taken into consideration before final approval.)*
3. The applicant should preferably have been in operation for a minimum period of five years at the time of application wherever applicable. Exceptions for stakeholders may be made at the discretion of the Commissioner of Tourism for relevant cases.
4. The applicant should have a clean track record and should not have been blacklisted by any national & international government, government body or quasi-government body
5. The applicant must possess and own a website as marketing & promotional tool. *Details of website have to be submitted.*
6. The applicant must have a good quality printed brochures for marketing. *Brochures should be submitted along with the application.*

7. The applicant should own an office premises with amenities like telephone & fax under the charge of a full time member of their staff, who is adequately trained/experienced in the matter regarding travel and tourism related services. *New entrants in the business, relaxation may be considered on merits at the discretion of the Selection Committee.*
8. Applicants providing full time direct-employment to over 10 employees shall be preferable.
9. Branch Offices/ Subsidiaries of Applicants can individually apply, subject to meeting the eligibility criterion
10. The applicant must have a service tax registration & PAN Card *(be an income tax assessee)*
11. The applicant should be under the charge of the Owner or a full time member who is adequately trained, experienced in matters regarding ticketing, itineraries, transport, accommodation facilities, currency, customs regulations and tourism and travel related services.
12. Applicants with effective communication skills, knowledge of foreign languages, other than English would be highly preferable

6. Documents to be submitted

The applicants shall submit the following listed documents for membership to the APEX scheme

1. The applicant shall submit the duly filled and attested Application form and Declaration form *(format enclosed with the guidelines document).*
2. The applicant shall submit all the supporting documents as request along with the application form *(to be enclosed along with the application at the time of submission)*
3. The applicant shall submit copies of client testimonials, especially of inbound tourists may be attached.
4. The applicant shall submit copies / proof of registration documents related Company/Partnership or Individual firm.
5. The applicant shall submit the Turnover detail for the last completed financial years (Balance Sheet & Profit and loss account of the last completed financial year, duly certified by the CA).
6. All the documents enclosed with the application should be self attested by the Applicant

7. Application Procedure

The applicant is required to the duly fill and attest the APEX application form and Declaration form enclosed in the annexure of the Guidelines document. The documents shall be submitted along with the supporting documents/ information to the following address.

The Commissioner,
Department of Tourism,
Govt. of A.P., Near Secretariat,
Tank Bund Road,
Hyderabad-63

Scan Copies of ALL the documents need to be submitted in a CD/ memory device, along with the hard copy application. The applicants shall note that the incomplete forms or any wrong information in the application form shall be not be considered for membership of the APEX scheme

8. Award of membership

The applications, including the form, declaration letter and the enclosed supporting documents would be assessed by a Committee, chaired by the Commissioner of Tourism, Government of Andhra Pradesh. On successful assessment, the Nodal Authority shall communicate the membership status to the applicant via email provided in the application form. The decision of the Committee would be final and binding.

Renewal of membership: The APEX scheme membership shall be valid for 2 years and the active membership is to be renewed after every 2 years by submitting the renewal form and updated supporting documents.

Discontinuation of membership: To discontinue an active membership, the member may write to the Commissioner of Tourism, clearly stating the reason for seeking discontinuation. Alternatively, the Nodal Authority reserves the right to revoke the membership of any active member without stating any reasons.

NEERABH KUMAR PRASAD
PRINCIPAL SECRETARY TO GOVERNMENT

Application Form

DEPARTMENT OF TOURISM, GOVERNMENT OF ANDHRA PRADESH

Andhra Pradesh EXperts (APEX) Scheme

Membership Form

To be filled in by an applicant who wishes to become a member APEX:

1 Name of the organization

2 Main line of Business

3 Date of Establishment (D D M M Y Y Y Y) No. of Years

4 Tick the appropriate category of your organisation

- ☐ Proprietary
- ☐ Partnership
- ☐ Public Limited
- ☐ Private Concern

5 Details of the Individuals who will represent the company for all correspondence

Name :
Designation :
Email :
Mobile :

6 Registered Office Full address

Address :
Telephone Office :
Fax :
Email :
Website :

7 State the paid up capital as on date. In case of proprietorship or partnership, state the capital invested.

INR

8 What is your annual turnover

INR

s

9 How much of your total turnover is derived from tourism.

INR

%

10 Details of any business/strategic tie-ups

Supporting Documents to be enclosed with the Membership form

1 Company Brochure Y N

2 Company Credentials Y N

3 Are you recognized by the Ministry of Tourism, Government of India / State Government? If so, since when? *(Enclose Proof)* Y N

4 Are you a Member of any Trade Association or society? (*Attach a Copy of Membership)* Y N

5 Provide list of Tourism Fests/ Marts participated in the last 24 months

a. National Events

a. International Events

6 State places where you have branch offices with their full addresses

City / State	*Address*

SIGNATURE OF THE APPLICANT

SEAL

DATE

Declaration Letter

GOVERNMENT OF ANDHRA PRADESH

DEPARTMENT OF TOURISM

Andhra Pradesh Experts (APEX) Scheme

Declaration letter

To,

The Commissioner,
Department of Tourism,
Secretariat Road,
Near Tank Bund,
Hyderabad

Dear Sir,

We…….hereby apply for the membership of the APEX scheme.

We solemnly commit our efforts and extend our full support and cooperation for the development and promotion of Andhra Pradesh.

1. We acknowledge that the Nodal Authority will be relying on the information provided in the application and the documents accompanying the application for selection of the Agency, and we certify that all information provided in the application and in the appending documents are true and correct, nothing has been omitted nor any incorrect information is presented, which renders such information misleading; and that all the documents accompanied by the application are true copies of their respective originals.

2. We shall make available to the Authority any additional information it may deem necessary or require for supplementing or authenticating the application for membership.

3. We acknowledge the right of the Nodal Authority to reject our application & also revoke our membership without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.

4. We acknowledge that the Nodal Authority reserves the right to de-list any member from APEX scheme. We also understand that the member shall have the option to opt out of the membership during the tenure/ validity period of recognition by duly informing the Nodal Authority in writing.

5. We certify that we have not been barred/ blacklisted by any Central/ State Government, any other governments, their subsidiaries, representatives, agency or PSU of any country as on date of submitting this application.

6. We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates.

7. We agree and undertake to provide the services in accordance with the APEX guidelines.

8. We have studied the guidelines carefully and understand that we shall have no claim, right or title arising out of any documents or information provided to us by the Nodal Authority or in respect of any matter arising out of or concerning or relating to the APEX scheme.

Yours truly,
Signature
Name:

Designation :

Address:

Company seal

Date:

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